

CALIFORNIA ARTS COUNCIL

OUR MISSION

TO ADVANCE
CALIFORNIA
THROUGH
THE ARTS
AND
CREATIVITY

HOW CAN I GET INVOLVED?

The California Arts Council has information about programs for both artists and participants on our website at www.cac.ca.gov. Included are descriptions of grant programs, upcoming events, arts news, special programs like the California Poet Laureate, and events such as California Arts Day on the first Friday of October.

Members of the public are also welcome to attend the meetings of the California Arts Council and voice their support and concerns about the Arts in California. Meetings are held throughout the state on a rotating basis, and information is posted on our website.

Get involved in the Arts in your own backyard. Visit theaters, art centers, performance venues, galleries ... order an Arts License Plate ... reach out into your own community and take part!



www.cac.ca.gov

California Arts Council
1300 I Street, Suite 930
Sacramento, CA 95814
(916) 322-6555
(800) 201-6201

WHAT EXACTLY IS THE CALIFORNIA ARTS COUNCIL?

arts

THE ARTS - WHAT ARE THEY?

Music ♦ Dance ♦ Theater ♦ Movies ♦ Video
♦ Graphic Arts ♦ Painting ♦ Sculpture ♦ Poetry ♦
Design ♦ Photography ♦ Literature ♦ Architecture
♦ Crafts ♦ Cultural Festivals ♦ Animation

WHY ARE THE ARTS IMPORTANT?

The Arts have tremendous value - educational value, community value, economic value, and the uniquely American value of the pursuit of happiness. The Arts are a key part of the economy of the state, an essential factor in a well-rounded education, and the catalyst for healthy community development throughout California.

California has more arts-related businesses and more people employed in the creative industries than any other state. The film industry, arts and design sector, computer-related companies, general entertainment ... every part of the economic landscape is touched by the Arts.

The
non-
profit
arts
sector

alone provides \$5.4 billion in economic activity annually, supporting more than 160,000 jobs and generating \$300 million in local and state revenue.

The Arts are part of industries not typically thought of as arts-related. Hospitals provide theater and music for their long-term patients, especially chil-

**“WHETHER YOU KNOW IT OR NOT,
YOU PARTICIPATE IN THE ARTS
EVERY DAY”**

Muriel Johnson, Director
California Arts Council

dren. Homeowners realize increased value of their property because of artistic design and close proximity to community arts organizations. Computer designers look at artistic quality and content. And in schools, children gain critical-thinking skills and improved focus when provided a solid foundation in the Arts.

WHAT IS THE CALIFORNIA ARTS COUNCIL?

The California Arts Council is a state agency governed by an 11-member council appointed by the Governor and the Legislature to advance the state through the Arts and creativity, with an emphasis on children and underserved communities. Council members and staff have expertise in the creative industries, education, community development, state and local government, and the nonprofit and for-profit sectors.

WHAT DOES THE CALIFORNIA ARTS COUNCIL DO?

We encourage widespread public participation by supporting professional artists who work in all areas of the state, help build strong arts organizations at the local level, assist with the professional development of arts leaders, promote awareness of the value of the Arts, and directly support arts programs for children.

The Arts spark the engine of Creative California, and our goal is to ensure that they are available for every Californian.



**dance
act
create
sing
paint
rhyme
design
compose
perform**



To order the Arts License Plate,
go to www.cac.ca.gov